

Message Text

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44

ACTION EUR-12

INFO OCT-01 ISO-00 EB-07 /020 W
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R 111445Z NOV 75
FM AMCONSUL AMSTERDAM
TO USDOC WASHDC
INFO SECSTATE WASHDC 2637
AMEMBASSY THE HAGUE
AMCONSUL ROTTERDAM 54

UNCLAS AMSTERDAM 863

E.O. 11652: N/A
TAGS: BEXP, BTRA, NL
SUBJECT: FOREIGN BUYERS PROGRAM

REF : STATE A 6454

1. WE WILL PROMOTE TWO AND POSSIBLY THREE GROUP FLIGHTS TO THE
U.S. DURING CY 76, AND WILL ALSO PROMOTE INDIVIDUAL VISITS
TO SCHEDULED EVENTS ON AN INDIVIDUAL TRAVEL BASIS WHERE WARRANTED.

2. THE FIRST GROUP FLIGHT IS A COMBINED ONE TO THE NATIONAL
HOUSEWARES/TRANSWORLD EXPOSITIONS IN JANUARY IN CHICAGO. A MAILING
OF 400 IS BEING PREPARED. ACTION REQUESTED: PLEASE
AIRMAIL SOONEST 300 BROCHURES FOR TRANSWORLD AND 200 FOR
NATIONAL HOUSEWARES.

3. THE SECOND GROUP FLIGHT WILL BE TO THE NATIONAL COMPUTER
CONFERENCE IN ANAHEIM, CALIF. IN JUNE. ACTION REQUESTED
PLEASE FORWARD 350 BROCHURES TO ARRIVE BY APRIL 1.
FYI: WE HAVE HAD PARTICULAR SUCCESS WITH THIS SHOW IN THE PAST.

4. WE WISH TO STUDY THE POSSIBILITY OF TARGETTING ON A BROAD
RANGE OF LEISURE GOODS FOR A POSSIBLE THIRD GROUP FLIGHT. THE
SCHEDULING AND PHYSICAL PROXIMITY OF THE WESTERN NATIONAL
BOAT AND MARINE SHOW (ANAHEIM MARCH 1-9) AND WESTERN SPORTS,
BOAT TRAVEL AND REVC SHOW (LOS ANGELES FEB 28 - MARCH 9)
AFTER ANOTHER POSSIBLE DOUBLE-HEADW.
ACTION REQUESTED: PLEASE PROVIDE THREE COPIES
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OF AVAILABLE INFO SOONEST.

5. OTHER SHOWS WILL BE THE SUBJECT OF MAILING.

A C T I O N R E Q U E S T E D: PLEASE FORWARD BROCHURES AS
REQUESTED BELOW:

100 BROCHURES FOR ELECTRO 76

75 BROCHURES FOR SOUTHERN FURNITURE MARKET

75 BROCHURES FOR SUPER MARKET INSTITUTE.

BROCHURES ARE ALREADY ON HAND FOR NATIONAL SPORTING GOODS.

DAVIT

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NNN

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